

**WSOC-TV**

Agency Name: Smart Media

Today's date: 10/29/2012

Advertiser Name: McCrory

Invoice Nbr.: \_\_\_\_\_

☒ Credit ☐ Debit ☐ Refund ☐ Transfer ☐ OSI Contract # 320413

☐ Agency # ☐ Advertiser # ☐ Order Type

Date Aired: \_\_\_\_\_

Time Aired: \_\_\_\_\_

A/E Name: Andrea Moore

A/E Number: \_\_\_\_\_

Ntl. Rep Nbr: \_\_\_\_\_

Billed at Rate: \_\_\_\_\_

Corrected Rate: \_\_\_\_\_

Gross Credit/Debit: \$200.00

Net Credit/Debit: \$170.00

**REASON FOR ADJUSTMENT:**

**SALES**

- ☐ Agency Commission Adj.
- ☐ Sales Ordering Error
- ☐ Makegood Error
- ☐ Rate Adjustment
- ☐ Telerep Ordering Error
- ☐ Telerep Makegood Error
- ☐ Spots Double Ordered

**OTHER**

- ☐ Carting Error
- ☐ Technical Difficulty
- ☐ Network Overrun
- ☐ Invoice Billing Error
- ☐ Computer Conv. Error
- ☐ Production Billing Adj.
- ☐ Internet

**TRAFFIC**

- ☐ Product Conflict
- ☐ Poor Rotation
- ☐ Incorrect Media
- ☐ Outside Time Period
- ☐ Order Entry Error

**EXPLANATION:**

credit due rebates for the week of 10-8 - dollars are being respend  
 Sa 11/3 530-6a 1x \$200

  
 Approved for Sales

\_\_\_\_\_  
 Approved for Accounting



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

**Contract # 320413**

Schedule Dates 09/24/12-11/03/12

Advertiser

Pol/P McCrory/R/Gov/NC (16611)

Agency

Smart Media Group (1343)

Product

Political - State Candidate (1071)

Brand

924930 GOV (132181)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

HANLEN,LINDSAY

Phone/Fax

/

**Charlotte (WSOC)**

By Broadcast Month	Spots	Rate
Sep. 2012	51	\$40,600.00
Oct. 2012	4	\$8,600.00
Nov. 2012	1	\$200.00
Grand Total:	56	\$49,400.00

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

CPE MCCRO/ORDR/924930  
Account Types National/Political  
Billing Type Standard  
Comments MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Date Entered 07/02/12  
Last Modified 10/29/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06221192  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$7,410.00  
Net Total \$41,990.00  
Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	10A- 11A (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/21/12
2.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	10P- 11P (EST)					1				1	\$3,700.00	\$3,700.00	Charlotte (WSOC)	20/20	9/21/12
3.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	1P- 2P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	CHEW	8/22/12
4.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	12P- 1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/21/12
5.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	4P- 5P (EST)					2				2	\$825.00	\$1,650.00	Charlotte (WSOC)	DR OZ	9/21/12
6.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	5:30A- 6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
7.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/21/12
8.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	6A- 6:30A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
9.2	Normal Line / Spot	09/28/12-09/28/12	5	:30	7A- 8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/21/12
10.2	Normal Line / Spot	09/24/12-09/24/12	4	:30	11:35P- 12:05A (EST)									1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/21/12
11.2	Normal Line / Spot	09/24/12-09/24/12	5	:30	12P- 1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/21/12
12.2	Normal Line / Spot	09/24/12-09/24/12	5	:30	4P- 5P (EST)					2				2	\$825.00	\$1,650.00	Charlotte (WSOC)	DR OZ	9/21/12
13.2	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:30A- 6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
14.2	Normal Line / Spot	09/24/12-09/24/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/21/12

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

**Contract # 320413**

Schedule Dates	09/24/12-11/03/12	Date Entered	07/02/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/29/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	924930 GOV (132181)	Headline #	06221192
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/924930	Commission	\$7,410.00
Account Types	National/Political	Net Total	\$41,990.00
Billing Type	Standard	Sales Tax	

Comments  
MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	51	\$40,600.00
Oct. 2012	4	\$8,600.00
Nov. 2012	1	\$200.00
Grand Total:	56	\$49,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.2	Normal Line / Spot	09/24/12-09/24/12	5	:30	6A- 6:30A (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
16.2	Normal Line / Spot	09/24/12-09/24/12	5	:30	7A- 8A (EST)	1	1							1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/21/12
17.2	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 9A (EST)							1		1	\$475.00	\$475.00	Charlotte (WSOC)	GMA SATURDAY	9/21/12
18.2	Normal Line / Spot	09/30/12-09/30/12	5	:30	6P- 6:30P (EST)								1	1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	6P NEWS SUNDAY	9/21/12
19.2	Normal Line / Spot	09/27/12-09/27/12	6	:30	10A- 11A (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/21/12
20.2	Normal Line / Spot	09/27/12-09/27/12	4	:30	11:35P- 12:05A (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/21/12
21.2	Normal Line / Spot	09/27/12-09/27/12	5	:30	12P- 1P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	EWINGNESS NEWS	9/21/12
22.2	Normal Line / Spot	09/27/12-09/27/12	5	:30	4P- 5P (EST)				2					2	\$825.00	\$1,650.00	Charlotte (WSOC)	DR OZ	9/21/12
23.2	Normal Line / Spot	09/27/12-09/27/12	5	:30	5:30A- 6A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
24.2	Normal Line / Spot	09/27/12-09/27/12	5	:30	6P- 6:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/21/12
25.2	Normal Line / Spot	09/27/12-09/27/12	5	:30	6A- 6:30A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
26.2	Normal Line / Spot	09/27/12-09/27/12	5	:30	7A- 8A (EST)				1					1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/21/12
27.2	Normal Line / Spot	09/25/12-09/25/12	5	:30	10A- 11A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/21/12
28.2	Normal Line / Spot	09/25/12-09/25/12	4	:30	11:35P- 12:05A (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/21/12

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 320413

Schedule Dates	09/24/12-11/03/12	Date Entered	07/02/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/29/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	924930 GOV (132181)	Headline #	06221192
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
		Commission	\$7,410.00
		Net Total	\$41,990.00
		Sales Tax	

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	51	\$40,600.00
Oct. 2012	4	\$8,600.00
Nov. 2012	1	\$200.00
Grand Total:	56	\$49,400.00

Billing Type	Standard
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.2	Normal Line / Spot	09/25/12-09/25/12	5	:30	12P-1P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/21/12
30.2	Normal Line / Spot	09/25/12-09/25/12	5	:30	4P-5P (EST)			2						2	\$825.00	\$1,650.00	Charlotte (WSOC)	DR OZ	9/21/12
31.2	Normal Line / Spot	09/25/12-09/25/12	5	:30	5:30A-6A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
32.2	Normal Line / Spot	09/25/12-09/25/12	5	:30	6P-6:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/21/12
33.2	Normal Line / Spot	09/25/12-09/25/12	5	:30	6A-6:30A (EST)			1						1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
34.2	Normal Line / Spot	09/25/12-09/25/12	5	:30	7A-8A (EST)			1						1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/21/12
35.2	Normal Line / Spot	09/26/12-09/26/12	4	:30	11:35P-12:05A (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	9/21/12
36.2	Normal Line / Spot	09/26/12-09/26/12	5	:30	12P-1P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/21/12
37.2	Normal Line / Spot	09/26/12-09/26/12	5	:30	4P-5P (EST)			2						2	\$825.00	\$1,650.00	Charlotte (WSOC)	DR OZ	9/21/12
38.2	Normal Line / Spot	09/26/12-09/26/12	5	:30	5:30A-6A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
39.2	Normal Line / Spot	09/26/12-09/26/12	5	:30	6P-6:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/21/12
40.2	Normal Line / Spot	09/26/12-09/26/12	5	:30	6A-6:30A (EST)			1						1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/21/12
41.2	Normal Line / Spot	09/26/12-09/26/12	5	:30	7A-8A (EST)			1						1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/21/12
42.1	Normal Line / Spot	09/29/12-09/29/12	6	:30	12P-12:30P (EST)							1		1	\$275.00	\$275.00	Charlotte (WSOC)	NN	8/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320413

Schedule Dates	09/24/12-11/03/12	Date Entered	07/02/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/29/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	924930 GOV (132181)	Headline #	06221192
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
		Commission	\$7,410.00
CPE	MCCRO/ORDR/924930	Net Total	\$41,990.00
Account Types	National/Political	Sales Tax	

## Billing Type Standard

Comments MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	51	\$40,600.00
Oct. 2012	4	\$8,600.00
Nov. 2012	1	\$200.00
Grand Total:	56	\$49,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / Spot	09/24/12-09/24/12	4	:30	11P- 11:35P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/21/12
44.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8P- 11:30P (EST)							1		1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		9/21/12
45.0	Normal Line / Spot	09/26/12-09/26/12	4	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/21/12
46.0	Normal Line / Spot	09/24/12-09/24/12	6	:30	4:30A- 4:59A (EST)	1								1	\$75.00	\$75.00	Charlotte (WSOC)		9/21/12
48.0	Normal Line / Spot	10/11/12-10/11/12	5	:30	6:30P- 7P (EST)	1			X					1	\$1,675.00	\$1,675.00	Charlotte (WSOC)		10/9/12
49.0	Normal Line / Spot	10/11/12-10/11/12	5	:30	9P- 11P (EST)	1			X					1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		10/9/12
50.0	Normal Line / Spot	10/11/12-10/11/12	4	:30	11P- 11:38P (EST)	1			X					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/10/12
51.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	3P- 4P (EST)	1						X		1	\$725.00	\$725.00	Charlotte (WSOC)		10/10/12
52.0	Normal Line / Spot	11/03/12-11/03/12	6	:30	5:30A- THE CHRIS MATTHEWS SHOW							1		1	\$200.00	\$200.00	Charlotte (WSOC)		10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.